



# *A global leader* **IN THE UPPER MIDSCALE CATEGORY**

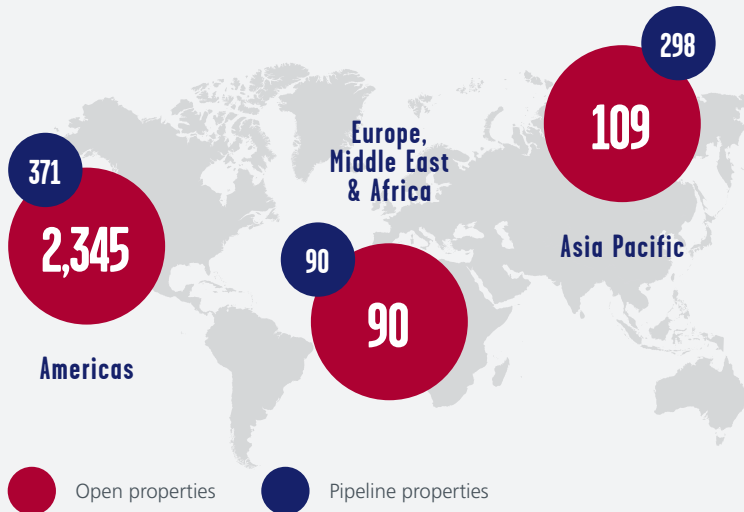
Hampton by Hilton Stockton-on-Tees, United Kingdom

Hampton by Hilton™ delivers a friendly and consistent hotel experience at a competitive price point to business and leisure travellers alike. An award-winning global category leader, a Hampton by Hilton property is simple to develop and operate, offering one of today's most exciting and compelling investment opportunities. The unique kit-of-parts approach allows for "consistent flexibility"—meeting space is optional but flexible, and the food and beverage offering is focused. Everything is designed to meet the needs of a local market while holding true to brand standards. Costs are controlled through a hands-on management style that allows a property to operate with only 25–30 full-time employees and provides the kind of environment and focus to support compelling profit margins while keeping guest satisfaction high.





## HAMPTON BY HILTON IN NUMBERS\*



**2,544 hotels** and more than **266,900 rooms** across **30 countries**.

\*As of 31st December 2019

## KEY BRAND INITIATIVES

The Hampton by Hilton model achieves market-leading performance by keeping development costs competitive.

**A fast stabilisation period means a 100% RevPAR index is reached on average in less than four months.**

Investment returns are maximised by balancing low staffing requirements and operational efficiency with one of the highest Hilton Engine contributions in the industry.

Occ Index **106.0%**

ADR Index **117.3%**

RevPAR Index **124.3%**

Includes Hampton by Hilton comparable properties with 100% complete date in EMEA, FY 2019, Internal Data

## HAMPTON BY HILTON BRAND STANDARDS

Positioning	Economy
Minimum Key Count	100
Minimum Room Size	21m <sup>2</sup>
Gross Floor Area Per Key	35m <sup>2</sup>
Food & Beverage	Full Breakfast, Limited Lunch & Dinner
In-Room Dining	Not Required
Conference & Banqueting	Minimal
Gym	Yes
Executive Lounge	Not Required

## LEADERS IN INNOVATION

- 9.2 million+** digital key downloads
- Every 9 seconds** Hilton Honors app is downloaded
- 4,600+ properties** worldwide offer Digital Key to the guests
- 100 million+** Hilton Honors members boosting commercial performance
- 62%** of occupancy has been driven by Honors members in 2019

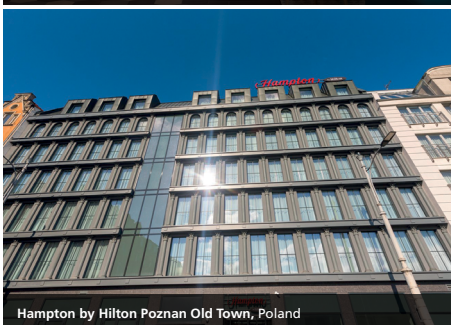
## RECENT HAMPTON OPENINGS IN EMEA



Hampton by Hilton Paris Clichy, France



Hampton by Hilton Utrecht Central Station, Netherlands



Hampton by Hilton Poznan Old Town, Poland



Hampton by Hilton Dubai Al Barsha, UAE



For more information or a development contact, visit [hilton.com/development](https://hilton.com/development)